

Henry Hudson, 3 paintings from the "At Some Point In Time" series, 2024

Hudson's work has been consistently featured internationally since 2006 in numerous solo and group exhibitions across cities, including New York, London, Paris, Milan, Beijing, Hong Kong, and Mumbai.



MA+ARTS SARL

22.0%
Net ROI p.a.

3 - 5
Years



High
Return

3 Reasons to Invest

- 1. Return Potential** : An investment of 500 EUR is projected to be worth approximately 1,353 EUR in 5 years.
- 2. Cost-to-Return Ratio** : After deducting 3.3% in annual total costs (including exit fees), your net return could reach 22.0% per year.
- 3. Growing Market Presence** : Hudson's work has been consistently featured internationally since 2006 in numerous solo and group exhibitions across cities, including New York, London, Paris, Milan, Beijing, Hong Kong, and Mumbai. In 2025, his work will be showcased in two solo exhibitions at Galerie Kandlhofer in Vienna and

Unit London in London (dates to be confirmed). These shows are expected to enhance his exposure and accessibility further, potentially driving his prices higher.

Asset Details

Details	Information
Name	At Some Point In Time - There Will Be No Mystery's, At Some Point In Time - The Wild Flowers Lament, At Some Point In Time - Where The Spirits Dwell
Artist	Henry Hudson
Year	all 2024
Size	59.5 x 80 cm (unframed); 79.5 x 100 cm (framed), 61.5 x 75 cm (unframed); 81.5 x 95 cm (framed), 75 x 52 cm (unframed); 95 x 72 cm (framed)
Number of editions	all unique
Material	all plasticine on aluminum board
Signature	Yes, the paintings are signed on the back
Asset ID	37038280-065b-434b-8699-8759abo2be25
Total asset value in EUR	95,750
Purchase price in EUR	86,600
Platform fee in EUR	5,200
Transportation, storage and insurance in EUR	3,950
Number of Splints	1,915

Investment Case

Valuation Summary 📝 To ensure the competitiveness of the investment, we conducted a thorough verification of the purchase price by analyzing recent gallery transactions. Our analysis confirmed that the price offered, inclusive of all associated fees, is highly competitive. To estimate the potential ROI, we used the annualized return of prices from past sales of similar-sized paintings of Hudson's "Jungle" series between 2021 and 2022. For our conservative scenario, we assumed the value of the painting would grow at the rate of Swiss inflation, reflecting a defensive approach. In the balanced scenario, we assume a 50% probability of realizing a 50.0% (CAGR for period 2021-2022) annual return for the next 5 years. Finally, in the ambitious scenario, we assume an 80% probability of realizing a 50.0% (CAGR for period 2021-2022) annual return for the next 5 years.

Exit Options at Maturity 📅 We will manage the exit strategy in collaboration with our expert M&A Arts on behalf of our investors, ensuring the best possible outcome based on market conditions at the time. Depending on the prevailing market situation, the paintings will be sold to a private collector or offered as single lots at an auction for contemporary art. An auction is considered if the price has developed to the point where the minimum bid matches the market value and there is high demand for works by the artist. Both options are carefully considered, and we will choose the one that maximizes the return for our investors.

Why Invest in This Category? 🎨 For centuries, art was collected for its cultural, emotional, intellectual, political, and economic value. Investing in an emerging artist offers a mix of financial potential and personal satisfaction, making it an appealing option for both new and seasoned collectors.

Why Invest in This Asset? 💎 Henry Hudson is a British artist living in London who works across painting, sculpture, ceramics, installation, and printmaking. Hudson's critical practice is expressed through the exploration of various techniques and materials, including plasticine, scagliola, oil painting, 3D printing, wax, sand, and textiles.

Born to a creative family in 1982 in Bath, Hudson's father is a British sculptor, and his mother is an American chef. Raised in Yorkshire, Hudson's professional interest in art emerged in his mid-teens. In 2001, Hudson took a foundation course at the Chelsea College of Art before graduating from Central Saint Martins, London, with a BA Honors in 2005.

For the past several years, Hudson has been best known for his distinctive use of plasticine as an artistic medium in the creation of textured paintings. He was initially inspired by School of London artists such as Leon Kossoff and Frank Auerbach, who were known for their works rendered in thick impasto oil paint. He began using plasticine as an economical way to achieve a similar effect to the densely layered paint. As he developed his practice, he soon discovered the theatrical and expressive qualities peculiar to the medium. This offered him an innovative and exciting way to develop his painterly technique, focus on materiality, and passion for gestural expression. It has remained an evolving staple of Hudson's practice.

Hudson's work thematically covers much ground, from exploring social stereotypes to satirizing the madness of contemporary life. His scenes are often theatrical and, at first glance, appear playful, yet this humor masks a darker picture that reveals a grotesque and depraved version of humanity. Scattered throughout the works are references to contemporary political affairs, the idols of consumerism, and obscene products of salacious desire. Hudson depicts a world that, at first glance, seems trapped in the depth of hedonistic excess. However, closer inspection reveals glimpses of hope and reminders of the fundamentals that keep us grounded in a deeper level of reality.

The unconventional use of plasticine as a medium is particularly effective in Hudson's "Jungle" series (2015-2023), for which the artist is best known, and which has been exhibited around the world. The thickness of the material seems to convey the weight of humid tropical climates and dense vegetation. In this new series of paintings, "At Some Point In Time", Hudson continues to use his unique plasticine technique, creating rich textures and vibrant colors that give his works a three-dimensional, sculptural quality. The difference with the "Jungle" series lies in the landscapes and subject matters depicted, the

process of creating the initial compositions, and the inspirations behind them.

Hudson has had numerous solo and group shows, and his work is collected by notable figures such as Robert Hiscox, Marc Quinn, Jay Jopling, Katrin Henkel, Mario Testino, Tommy Hilfiger, and Peter Gabriel.

Selected Solo Shows:

- 2025 (Upcoming) Galerie Kandlhofer, Vienna, Austria (date to be confirmed)
- 2025 (Upcoming) Unit London, London, UK (date to be confirmed)
- 2024 “Sanctuary Room: Cave of the Mind”, Palo Gallery, New York, USA
- 2023 “Painting with Sculpture: Reflections on the State of the Nature”, Unit London, London, UK
- 2022 “Shanti”, Unit London, London, UK
- 2022 “Ontological Spheres”, Palo Gallery, New York, USA
- 2022 “Scapes”, Unit London, London, UK
- 2021 “Henry Hudson: Microcosm”, Online viewing room from Simon de Pury’s Instagram account along with physical exhibitions in the artist studio, London, UK
- 2020 “Pathway”, Galerie Kandlhofer, Vienna, Austria
- 2020 “At Some Point of Time”, Galerie Isa, Mumbai, India
- 2019 “Henry Hudson: Nothing Sticks to Nothing”, Hannah Barry Gallery, London, UK
- 2018 “Henry Hudson: Jungles”, Albion Barn & Fields, Oxfordshire, UK
- 2017 “Sun City Tanning”, Carl Kostyál, London, UK
- 2016 “Sun City Tanning”, Sotheby’s S|2 gallery, New York, USA

Selected Group Shows:

- 2024 “AI & Technology Influence on Contemporary Art”, curated by Virginia Damtsa at Gabriel Scott’s showroom, London, UK
- 2024 “The Hudsons, Family Ties”, Claridge’s ArtSpace, London, UK
- 2023 “ARTO21 Shanghai Contemporary”, Art Fair – Unit London, Shanghai, China
- 2023 “Ten: A Decade of Unit”, Unit London, London, UK
- 2023 “Eye of the Collector”, Art Fair at Two Temple Place, London, UK

- 2023 “London Calling”, Unit London, London, UK
- 2022 “Manscaping”, The Hole, New York and Los Angeles, USA
- 2022 “Summer Show”, Royal Academy of Arts, London, UK
- 2022 “In The Round”, Unit London, London, UK
- 2021 “Nature Morte”, The Hole, New York, USA
- 2021 “Rites of Passage”, Unit London, London, UK
- 2020 “Inspiration – Iconic Works”, Nationalmuseum, Stockholm, Sweden
- 2020 “The Eternity Exhibition”, The Painting Rooms, London, UK
- 2019 “Multiples”, Bridgeman Editions, London, UK
- 2018 “Tom Hammick x Henry Hudson: Isolated Exteriors”, Bridgeman Editions, London, UK
- 2018 “New Work Part II: Material”, Cob Gallery, London, UK
- 2017 “Summer Show”, Carl Kostyál, Stockholm, Sweden
- 2017 “I Lost My Heart To Starship Trooper”, Griffin Gallery, London, UK
- 2016 “Naturalia”, Paul Kasmin Gallery, New York, USA

These three paintings are from a new series of sculpted paintings, "At Some Point In Time", which continues Hudson's exploration of nature, dreams, and travel—themes also present in his successful "Jungle" series (2015–2023). Through the lens of British surrealism, Hudson studies the concept of animism, drawing inspiration from his travels in Papua New Guinea and Africa, where he encountered spiritual practices expressed through dance, costume, and ceremony. Using advanced technology, Hudson creates compositions that intertwine nature and dreams. He employs AI and personal photography to sketch his visions, which he then masterfully sculpts in plasticine (a blend of petroleum jelly, chalk, pigment, and calcium salts). The resulting works blur the boundaries between painting and sculpture, reality and dreams, and explore the intricate relationship between humans and nature.

Context in Time 🕒 Henry Hudson’s “At Some Point in Time” series is launching in a dynamic period marked by shifts in art investment preferences, where collectors seek unique, cross-disciplinary creations. This series follows the immense popularity of Hudson’s “Jungle” series, known for its striking use of plasticine and layered, immersive

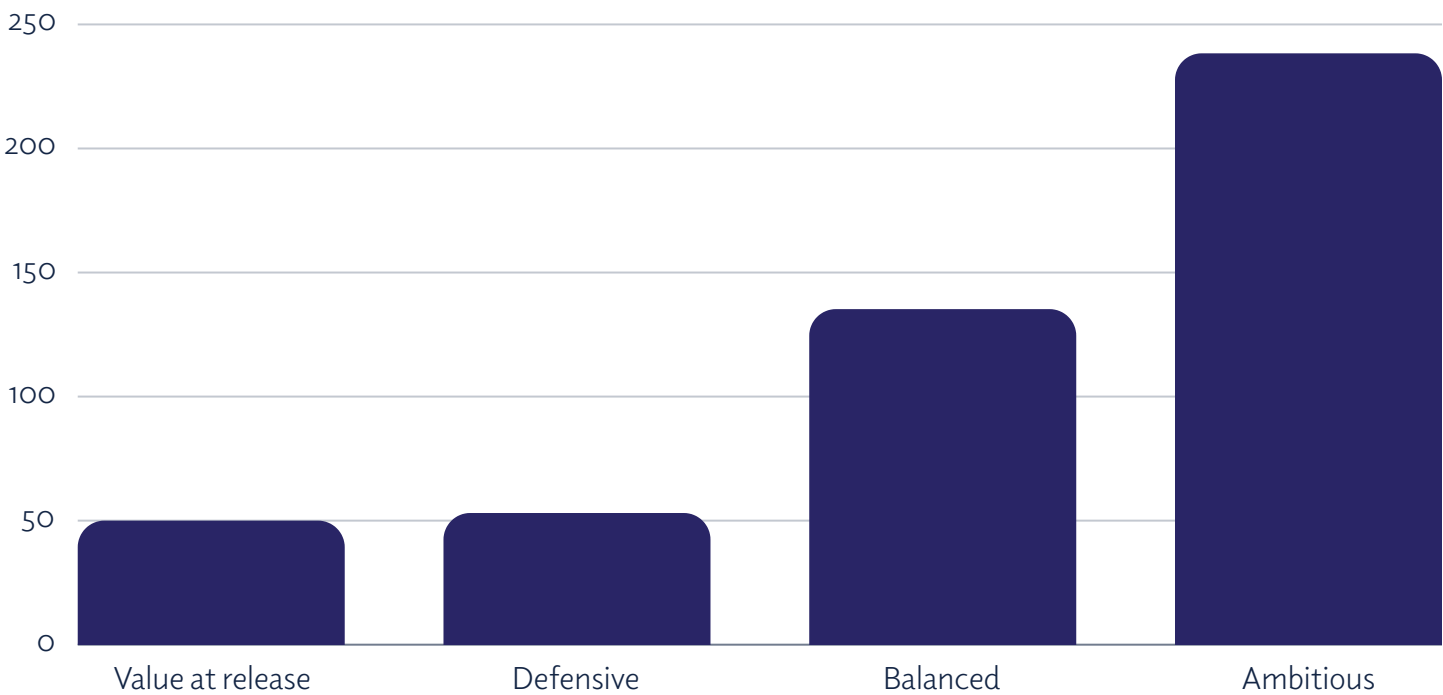
themes. The broader art market has seen a cooling effect recently, but Hudson’s new works are positioned to capture renewed interest, offering long-term growth potential.

Conclusion 🎯 Investing in Hudson’s latest series represents an opportunity to acquire works from an acclaimed artist with a proven record of value appreciation. His distinct multidisciplinary approach, expanding international presence, and ability to resonate with contemporary issues enhance the appeal of these new pieces. This investment aligns with a strategic view toward maximizing long-term growth while balancing risk, particularly given the series’ competitive pricing and current market conditions.

Projection

Hudson's artworks offer high return potential. The expected annual return ranges between 1.2% and 36.7%, depending on market conditions.

Here’s the projected value of a Splint at maturity:



All information is provided to assist in decision-making and does not constitute investment advice. The projected estimates are based on past performance data. Please note that past performance is not necessarily indicative of future results. Different types of investments involve different risks and there can be no guarantee that the future performance of any particular investment or product referred to directly or indirectly in this investment opportunity will be profitable, achieve the relevant stated level of performance or be suitable for your portfolio. Due to various factors, including changing market conditions, the content may no longer reflect current opinions or positions.